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IN THE CLAIMS

Attached is a listing of claims in accordance with 37 C.F.R. §1.121 (Revised Amendment Practice.) Claims 1, 20-22, 32, 44, 49, 54, 62, 79, 87, 91, 101 and 102 have been currently amended, claims 23-31, 33, 69 and 88 have been currently cancelled, and claims 112-135 have been currently added.

1. (Currently Amended) A method of a user interacting with an Internet, comprising:
tracking interactions of the user with an Internet;
analyzing said tracked interactions to determine at least a part of a user profile;
transmitting by the user a request for data to an Internet site;
generating information content of the site to be provided responsive to the request; and
determining a display format of the generated information content, including at least one
non-information-content attribute, responsive to the user profile.
~~modifying a plurality of future interactions of said user with computers on said Internet,~~
~~responsive to said user profile, by modifying at least one of a presentation of information to said~~
~~user or a functional response of a computer to input from user,~~
~~wherein said plurality of modified interactions comprise interactions with the site content~~
~~of a plurality of unrelated sites.~~
2. (Original) A method according to claim 1, wherein said tracking comprises tracking at a computer at which said user accesses the Internet.
3. (Previously Amended) A method according to claim 1, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users.
4. (Original) A method according to claim 3, wherein said tracking computer is physically remote from said plurality of sites.
5. (Previously Amended) A method according to claim 1, wherein said analyzing comprises analyzing previously acquired tracking data.
6. (Previously Amended) A method according to claim 1, wherein said analyzing comprises analyzing of currently acquired tracking data.

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7. (Previously Amended) A method according to claim 1, wherein said user profile is maintained as a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

8. (Original) A method according to claim 7, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

9. (Original) A method according to claim 7, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

10. (Original) A method according to claim 9, wherein said mood comprises a rush mood, which favors fast responses.

11. (Original) A method according to claim 8, wherein said persona comprises a meticulous persona, which favors complete responses.

B1 12. (Previously Amended) A method according claim 7, wherein said personality comprises geographical information.

13. (Previously Amended) A method according to claim 7, wherein said personality comprises demographic information.

14. (Previously Amended) A method according to claim 7, wherein said personality comprises interests and preference information.

15. (Previously Amended) A method according to claim 7, wherein said personality comprises marketing information.

16. (Previously Amended) A method according to claim 7, wherein said personality comprises identification and contact information.

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17. (Previously Amended) A method according to claim 7, wherein said personality comprises relational information, which defines relations between various aspects of the personality.

18. (Previously Amended) A method according to claim 7, wherein said personality comprises reflective information, which defines how a personality changes and/or interacts with other electronic entities.

19. (Previously Amended) A method according to claim 7, wherein said user selects a particular virtual personality from a plurality of personalities to which to attribute said tracked interactions.

20. (Currently Amended) A method according to claim 1, wherein ~~said future interactions~~ generating the information content comprises searching.

B1 21. (Currently Amended) A method according to claim 1, wherein generating the information content comprises ~~said future interactions comprise~~ providing the data content of a requested page of the site ~~viewing presented data~~.

22. (Currently Amended) A method according to claim 21, wherein determining the display format responsive to the user profile ~~modifying said interactions~~ comprises changing a layout of data.

23-31. (Cancelled)

32. (Currently Amended) A method of virtual personality interaction with an Internet, comprising:

providing a virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet, ~~through which virtual personality an interaction with an Internet is mediated;~~

requesting an interaction, with said Internet, by a user with whom said virtual personality is associated;

identifying at least one prospective site for the interaction, from a plurality of unrelated sites;

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automatically analyzing a content of said site, by a computer, to determine a match to said virtual personality, the analysis including determination of at least one trait of the site; and

electing to perform said interaction or modifying a performance of said interaction responsive to said analysis.

33. (Cancelled)

34. (Previously Amended) A method according to claim 32, wherein analyzing a content comprises determining an ambiance of said site.

35. (Previously Amended) A method according to claim 32, wherein analyzing comprises analyzing lexicographical characteristics of said site.

36. (Previously Amended) A method according to claim 32, wherein analyzing comprises analyzing graphical characteristics of said site.

37. (Previously Amended) A method according to claim 32, wherein identifying at least one site comprises identifying a plurality of sites.

38. (Original) A method according to claim 37, wherein identifying comprises searching using an Internet search engine.

39. (Previously Amended) A method according to claim 32, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

40. (Previously Amended) A method according to claim 32, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

41. (Previously Amended) A method according to claim 32, wherein said interaction is performed to complement said virtual personality.

42. (Previously Amended) A method according to claim 32, wherein said interaction is performed to match said virtual personality.

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43. (Original) A method of Internet interaction by a single user, comprising:
selecting, from a remote location, by the user, one of a plurality of virtual personalities available for interaction with a particular site, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

interacting with the particular site using the selected virtual personality.

44. (Currently Amended) A method of site ambiance provision, comprising:
requesting an ambiance of an Internet site, said request including an identification of the site; and

determining an ambiance of said site, responsive to said identification; and
responding to said request with at least an indication of said ambiance.

B1 45. (Original) A method according to claim 44, wherein determining an ambiance comprises retrieving said indication of an ambiance from a memory.

46. (Original) A method according to claim 44, wherein determining an ambiance comprises analyzing said site.

47. (Original) A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from said site.

48. (Original) A method according to claim 44, wherein determining an ambiance comprises requesting an indication of said ambiance from an ambiance server.

49. (Currently Amended) A virtual personality server, comprising:
a connection to a user, through which said user indicates a desired Internet interaction;
a connection to a WWW site, with which the user interacts, said connection adapted to connect to a plurality of unrelated WWW sites for interaction with by said user; and
a virtual personality adapter, which adapts said interaction by modifying at least one of a presentation of information from said site to said user or a functional response of said site to input from user, utilizing a virtual personality for the user, wherein a virtual personality comprises a

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complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet,

wherein the virtual personality adapter modifies at least one interaction attribute based on a portion of the virtual personality which does not point out a desired piece of information.

50. (Original) A server according to claim 49, wherein said connection to a user is operable to receive a selection of a particular virtual personality by said user.

51. (Previously Amended) A server according to claim 49, wherein said server modifies said virtual personality responsive to said modified interaction.

52. (Previously Amended) A server according to claim 49, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

B 53. (Previously Amended) A server according to claim 49, wherein said virtual personality comprises a mood, which is a dynamic aspect of a personality.

54. (Currently Amended) A method of virtual personality serving, comprises:
connecting to a WWW site, to request an interaction;
determining, at said WWW site, a desired virtual personality adaptation of said interaction, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and
completing said interaction, by said WWW site, responsive to said determined virtual personality adaptation, wherein said desired adaptation comprises modifying at least one of an ~~ambiance of presentation of information from~~ said site or a functional response of said site to input.

55. (Original) A method according to claim 54, wherein determining comprises receiving an indication of a desired virtual personality from a virtual personality server.

56. (Original) A method according to claim 55, wherein said virtual personality server is located at a location remote from said WWW site and from a location at which said connection is initiated.

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57. (Original) A method according to claim 55, wherein said virtual personality server is located at a location from which said connection is initiated.

58. (Original) A method according to claim 54, wherein determining comprises reading virtual personality information from a computer at a location from which said connection is initiated.

59. (Previously Amended) A method according to claim 55, wherein said virtual personality server generates a one-time virtual personality for said interaction.

60. (Previously Amended) A method according to claim 54, wherein said desired virtual personality adaptation comprises a mood-responsive adaptation, wherein a mood is a dynamic aspect of a personality.

61. (Previously Amended) A method according to claim 54, wherein said desired virtual personality adaptation comprises a persona-responsive adaptation, wherein a persona is a static aspect of a personality.

62. (Currently Amended) A method of site matching to a virtual personality, comprising:
providing a list of relevant sites in response to a user request;
analyzing each of said sites to determine a match with said virtual personality, which is a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and
grading said sites responsive to said analysis; and
automatically displaying data from a highest graded site on the list.

63. (Original) A method according to claim 62, wherein providing a list comprises executing a search on an Internet search engine to provide said list.

64. (Original) A method according to claim 62, wherein providing a list comprises retrieving a plurality of matches from a name server.

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65. (Previously Amended) A method according to claim 62, wherein analyzing comprises analyzing at least one of said sites responsive to a presented ambiance.

66. (Previously Amended) A method according to claim 62, wherein analyzing comprises analyzing at least one of said sites responsive to a presented trait.

67. (Previously Amended) A method according to claim 62, wherein analyzing comprises analyzing a content of at least one of said sites.

68. (Previously Amended) A method according to claim 62, comprising displaying said graded list.

69. (Cancelled)

70. (Original) A method of advertisement personalization, comprising:

Bl determining an instantaneous virtual personality of a human interactor, wherein a virtual personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet, said virtual personality including a mood, which is a dynamic aspect of said personality;

selecting at least one advertisement to match said virtual personality; and
presenting said advertisement to said interactor.

71. (Original) A method according to claim 70, wherein said advertisement is presented through an Internet.

72. (Previously Amended) A method according to claim 70, wherein said virtual personality comprises a persona, which is a static aspect of a personality.

73. (Previously Amended) A method according to claim 70, comprising selecting said virtual personality from a plurality of available virtual personalities.

74. (Previously Amended) A method according to claim 70, wherein said virtual personality is provided by said interactor.

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75. (Original) A method of WWW site modification, comprising:

detecting at the WWW site a desired interaction from a particular virtual personality, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

determining a suitable modification of at least one characteristic of said site to match said virtual personality;

responding to said desired interaction with a response indicating a match of said modified characteristic to said virtual personality; and

modifying said site in association with providing said site during said desired interaction to a user associated with said virtual personality.

76. (Original) A method according to claim 75, wherein said modification comprises modifying a display layout.

bl 77. (Previously Amended) A method according to claim 75, wherein said modification comprises modifying a level of detail shown.

78. (Previously Amended) A method according to claim 75, wherein said modification comprises selecting data to be displayed.

79. (Currently Amended) A method of data directory display, comprising:

requesting a display of data from a data directory;

providing, in association with said request, a virtual personality for said request, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet; and

displaying said data, with at least one of a level of detail or a spatial layout selected responsive to said virtual personality.

80. (Original) A method according to claim 79, wherein said virtual personality is provided as part of said request.

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81. (Previously Amended) A method according to claim 79, wherein said displaying comprises filtering.

82. (Original) A method according to claim 79, wherein said displaying comprises sorting.

83. (Original) A method according to claim 79, wherein said displaying comprises controlling a level of detail.

84. (Original) A method according to claim 79, wherein said displaying comprises controlling a spatial layout of said data.

85. (Original) A method of data directory display, comprising:

requesting a search from a search engine, using at least one keyword, which request includes a virtual personality for said request, which personality comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet;

interpreting said key-word at said search engine, utilizing said virtual personality; and
performing said search request by said search engine, utilizing said interpreted key-word.

86. (Original) A method according to claim 85, wherein said search engine comprises an Internet search engine.

87. (Currently Amended) A method of Internet search, comprising:

a user connecting to an Internet search engine;

providing the search engine with search criteria, by said user;

performing a search for WWW sites by the search engine, utilizing said search criteria, to obtain search results; and

~~processing~~ ~~filtering~~ said search results utilizing personal information associated with said user, by a different computer from the search engine; and

presenting said ~~proccssed~~ ~~filtered~~ search results to said user.

88. (Cancelled)

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89. (Previously Amended) A method according to claim 87, wherein said personal information is provided using a virtual personality, which comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

90. (Original) A method according to claim 87, wherein said personal information is provided as a non-keyword input to said search engine.

91. (Currently Amended) A method of interacting with a computer, comprising:
providing a software application having a user interface on said computer;
providing an electronic representation of at least part of a user's desired personality; and
said software modifying its interaction with said user, responsive to said representation of said personality.

92. (Original) A method according to claim 91, wherein said software comprises an Internet Browser.

93. (Previously Amended) A method according to claim 91, wherein said software modifies a visual display of said interface.

94. (Previously Amended) A method according to claim 91, wherein said software modifies a behavior of said interface.

95. (Previously Amended) A method according to claim 91, wherein said software modifies a menu length of said interface.

96. (Previously Amended) A method according to claim 91, wherein said software modifies a help level of said software.

97. (Previously Amended) A method according to claim 91, wherein said software modifies a level of detail presented by said software.

98. (Previously Amended) A method according to claim 91, wherein said software modifies a display format of said software.

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99. (Previously Amended) A method according to claim 91, wherein said software modifies an image quality of said software.

100. (Previously Amended) A method according to claim 91, wherein said software modifies a response time of said software.

101. (Currently Amended) A method of utilizing an electronic representation of a user's desired personality, comprising:

providing~~storing~~ said representation on a portable computer-readable storage media;
reading the representation by a terminal; and
interacting with a computer using said representation read by the terminal, wherein said representation mediates the interaction.

102. (Currently Amended) A method according to claim 101, wherein said computer ~~is~~comprises connected to the terminal ~~a remote computer connected to an~~ through the Internet.

103. (Previously Amended) A method according to claim 101, wherein said computer comprises a controller of an automated store.

104. (Original) A method according to claim 103, wherein said mediation comprises varying a range of offered selection of products.

105. (Previously Amended) A method according to claim 101, wherein said media comprises a diskette.

106. (Previously Amended) A method according to claim 101, wherein said media comprises a smart card.

107. (Previously Amended) A method according to claim 101, wherein said media comprises printed optically readable codes.

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108. (Previously Amended) A method according to claim 91, wherein said representation is generated by tracking a plurality of interactions of said user with an Internet.

109. (Previously Amended) A method according to claim 91, wherein said representation comprises a representation of a persona, which is a static aspect of a personality.

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110. (Previously Amended) A method according to claim 91, wherein said representation comprises a representation of a mood, which is a dynamic aspect of a personality.

111. (Previously Amended) A method according to claim 91, wherein said desired personality comprises a true personality of said user.

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112. (New) A method of virtual personality interaction with an Internet, comprising:
tracking interactions of the user with an Internet;
analyzing said tracked interactions to determine at least a part of a user profile;
requesting an interaction, with the Internet;
selecting a site to access responsive to the request and the user profile; and
providing the user with content of the selected site responsive to the request.

113. (New) A method according to claim 112, wherein selecting the site to access comprises consulting a name server,

114. (New) A method according to claim 1, wherein the at least one attribute of the display format determined responsive to the user profile comprises one or more display colors.

115. (New) A method according to claim 1, wherein the at least one attribute of the display format determined responsive to the user profile comprises an image quality.

116. (New) A method according to claim 1, wherein the at least one attribute of the display format determined responsive to the user profile comprises a size, amount or density of displayed text.

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117. (New) A method according to claim 1, wherein determining the display format responsive to the user profile comprises modifying a display format of a browser of the client.

118. (New) A method according to claim 117, wherein modifying the display format of the browser comprises modifying at least one of a help detail level, a menu length or a dialog box format.

119. (New) A method according to claim 32, wherein the plurality of unrelated sites are received from a name server.

120. (New) A method according to claim 32, wherein the at least one trait comprises an average word length.

121. (New) A method according to claim 32, wherein the at least one trait comprises a number or percentage of non-textual objects.

B2 122. (New) A method according to claim 44, wherein determining the ambiance comprises determining the type of words used by the site.

123. (New) A method according to claim 44, wherein determining the ambiance comprises determining a ratio between images and text in the site.

124. (New) A method according to claim 44, wherein determining the ambiance comprises determining the colors used by the site.

125. (New) A method according to claim 44, wherein determining the ambiance comprises determining a number of links, images or multimedia files of the site.

126. (New) A method according to claim 87, wherein processing the search results comprises filtering the search results.

127. (New) A method according to claim 87, wherein processing the search results comprises ordering the search results.

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128. (New) A method of Internet interaction, comprising:
requesting by a user a response from a web site;
generating a response to the request, by the web site;
providing the web site response to a persona server, which determines modifications to the generated response, responsive to personal information associated with the user; and
presenting the generated response, to the user, modified according to the determination of the persona server.
129. (New) A method according to claim 128, wherein the response of the web site comprises search results from a search engine.
130. (New) A method according to claim 101, wherein the terminal is implemented by the computer.
131. (New) A method of interacting with an Internet server, comprising:
providing a user profile of a user's desired personality on a user terminal, through which a user interacts with the Internet;
transmitting the user profile from the terminal to an Internet server, along with a request for Internet site data; and
providing the user terminal with the requested Internet site data, modified responsive to the user profile.
132. (New) A method according to claim 131, wherein providing the user profile comprises reading the user profile from a portable computer-readable storage media.
133. (New) A method according to claim 131, wherein the user profile comprises a representation of a persona, which is a static aspect of a personality.
134. (New) A method according to claim 91, wherein said software modifies its functionality responsive to said representation of said personality.

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135. (New) A method according to claim 1, wherein the at least one attribute comprises a visual attribute.
